



KING-TV  
333 Dexter Avenue N  
Seattle, WA 98109

Shorr Johnson Magnus  
1831 Chestnut Street  
Philadelphia, PA 19103-3713

## Contract # 864353

### Schedule Dates

10/30/12-11/05/12

### Advertiser

Jay Inslee for Governor (39459)

### Agency

Shorr Johnson Magnus (8543)

### Product

Political - State Governor (1177)

### Brand

JAY INSLEE FOR GOV (173558)

### Salesperson

Clark, Dave (3097)

### Sales Office

TeleRep - Washington D.C.

### Buyer Name

COOPER, TERRI

### Phone/Fax

(206) 533-0575 /

### CPE

N/A

### Account Types

National/Political Candidate - Agency

### Billing Type

Standard

### Comments

JAY INSLEE FOR GOV

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

### Date Entered

10/25/12

### Last Modified

10/25/12

### Entered By

Haley Kushman

### CO-OP

No

### Headline #

06396172

### Demo

Normal

### Order Type

Package Deal

### Commission %

15.00

### Commission

\$13,545.00

### Net Total

\$76,755.00

### Sales Tax

## Seattle/Tacoma (KING) (KING)

### By Broadcast Month

Nov. 2012

### Spots

80

### Rate

\$90,300.00

Grand Total:

\$90,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/30/12-11/02/12	4	:30	4:57A- News @ 5am M-F			2	2	2	2			8	\$325.00	\$2,600.00	Seattle/Tacoma (KING) (KING)	5A NEWS	10/25/12
2.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	4:57A- News @ 5am M-F		2							2	\$325.00	\$650.00	Seattle/Tacoma (KING) (KING)	5A NEWS	10/25/12
3.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	5:57A- News @ 6am M-F			2	2	2	2			8	\$1,300.00	\$10,400.00	Seattle/Tacoma (KING) (KING)	6A NEWS	10/25/12
4.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5:57A- News @ 6am M-F		2							2	\$1,300.00	\$2,600.00	Seattle/Tacoma (KING) (KING)	6A NEWS	10/25/12
5.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	7A- 8A (PT)			2	2	2	2			8	\$1,400.00	\$11,200.00	Seattle/Tacoma (KING) (KING)	TODAY 7-8A	10/25/12
6.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7A- 8A (PT)		2							2	\$1,400.00	\$2,800.00	Seattle/Tacoma (KING) (KING)	TODAY 7-8A	10/25/12
7.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	8A- 9A (PT)			2	2	2	2			8	\$1,300.00	\$10,400.00	Seattle/Tacoma (KING) (KING)	TODAY 8-9A	10/25/12
8.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	8A- 9A (PT)		2							2	\$1,300.00	\$2,600.00	Seattle/Tacoma (KING) (KING)	TODAY 8-9A	10/25/12
9.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	9A- Today Show			1	1	1	1			4	\$500.00	\$2,000.00	Seattle/Tacoma (KING) (KING)	TODAY 2	10/25/12
10.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	9A- Today Show		1							1	\$500.00	\$500.00	Seattle/Tacoma (KING) (KING)	TODAY 2	10/25/12
11.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	11:59A- News @ 12pm			1	1	1	1			4	\$650.00	\$2,600.00	Seattle/Tacoma (KING) (KING)	12P NEWS	10/25/12
12.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11:59A- News @ 12pm		1							1	\$650.00	\$650.00	Seattle/Tacoma (KING) (KING)	12P NEWS	10/25/12
13.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	5:30P- 6P (PT)			1	1	1	1			4	\$1,200.00	\$4,800.00	Seattle/Tacoma (KING) (KING)	530-6P NEWS	10/25/12
14.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5:30P- 6P (PT)		1							1	\$1,200.00	\$1,200.00	Seattle/Tacoma (KING) (KING)	530-6P NEWS	10/25/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

# Contract # 864353

Schedule Dates

10/30/12-11/05/12

Advertiser

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333 Dexter Avenue N  
Seattle, WA 98109



Shorr Johnson Magnus  
1831 Chestnut Street  
Philadelphia, PA 19103-3713

Date Entered 10/25/12  
Last Modified 10/25/12  
Entered By Haley Kushman  
CO-OP No  
Headline # 06396172  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$13,545.00  
Net Total \$76,755.00  
Sales Tax

10/25/12  
10/25/12  
Haley Kushman  
No  
06396172

Seattle/Tacoma (KING) (KING)

By Broadcast Month Spots Rate

Nov. 2012 80 \$90,300.00

Grand Total: 80 \$90,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	5P- 5:30P (PT)	1	1	1	1	1	1			4	\$1,100.00	\$4,400.00	Seattle/Tacoma (KING) (KING)	5-530P NEWS	10/25/12
16.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5P- 5:30P (PT)	1								1	\$1,100.00	\$1,100.00	Seattle/Tacoma (KING) (KING)	5-530P NEWS	10/25/12
17.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	6:30P- 7P (PT)									1	\$600.00	\$600.00	Seattle/Tacoma (KING) (KING)	630P NEWS SA	10/25/12
18.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	5:30P- 6P (PT)									1	\$1,000.00	\$1,000.00	Seattle/Tacoma (KING) (KING)	530-6P NEWS SA	10/25/12
19.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	5P- 5:30P (PT)									1	\$1,000.00	\$1,000.00	Seattle/Tacoma (KING) (KING)	5-530P NEWS SA	10/25/12
20.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	6:29P- News @ 630pm M-F	1	1	1	1	1	1			4	\$2,000.00	\$8,000.00	Seattle/Tacoma (KING) (KING)	630P NEWS	10/25/12
21.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:29P- News @ 630pm M-F	1								1	\$2,000.00	\$2,000.00	Seattle/Tacoma (KING) (KING)	630P NEWS	10/25/12
22.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	7P- Evening Magazine		1	1	1	1	1			4	\$1,200.00	\$4,800.00	Seattle/Tacoma (KING) (KING)	EVENING MAG	10/25/12
23.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7P- Evening Magazine	1								1	\$1,200.00	\$1,200.00	Seattle/Tacoma (KING) (KING)	EVENING MAG	10/25/12
24.0	Normal Line / SPOT	10/30/12-11/04/12	3	:30	11P- 11:35P (PT)		1	1	1	1	1	1		6	\$1,600.00	\$9,600.00	Seattle/Tacoma (KING) (KING)	11P NEWS	10/25/12
25.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11P- 11:35P (PT)	1								1	\$1,600.00	\$1,600.00	Seattle/Tacoma (KING) (KING)	11P NEWS	10/25/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: